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ROUGH OUTLINE OF PROPOSED RADIO TALKS FOR  
THE COTTON ADJUSTMENT PROGRAM FOR  
1933-34

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Next year's cotton adjustment radio talks will center around a 3-point program based on ---

1. The use of land planted to cotton,
2. The use of land taken out of cotton, and
3. The use of labor in the farm organization resulting from a reduction in cotton acreage.

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The following branches of the Department of Agriculture will contribute the information for these programs which will start in November, 1933, and continue until after the planting season in 1934:

1. The Agricultural Adjustment Administration,
2. The Bureau of Agricultural Engineering,
3. The Bureau of Agricultural Economics,
4. The Bureau of Chemistry and Soils,
5. The Bureau of Plant Industry,
6. The Bureau of Entomology, and
7. The Forest Service.

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Each program will be 7 minutes long, and the programs will be broadcast each Wednesday by approximately 100 radio stations in the Cotton Belt.

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<u>Program No.</u>	<u>Date of Broad- cast.</u>
1. Is the quality of our cotton improving or deteriorating? Information from grade and staple section of B.A.E., and based on the quality of the carryover for the last 6 years. (W.B.Lanham)	November 8.
2. What is the cotton outlook for next year? Based on B.A.E.'s November 3rd outlook. (Maurice R. Cooper)	November 15.
3. Is the 1934 cotton program justified? Show the cotton situation. Carryover. Consumption. Price, and need for further adjustment. And that the new program attempts to solve supply problem by temporarily restricting production. Foreign picture not permanently out, only temporarily omitted. (C.A.Cobb, A.A.A.)	November 22.
4. The importance of good cotton seed. Results of work in B.P.I. show that good seed pay better than poor seed. Pointers on the storage and winter care of cotton seed. (C. B. Doyle)	November 29.
5. Will the cotton program throw cotton tenants and laborers out of work? Results of Farm Management survey, and C.A. Cobb's answer. (C.A.Cobb & B.H.Thibodeaux)	December 6.
6. How will we manage the reduced crop next year-- the land put in cotton? <u>First</u> , what land will produce best results in cotton? B.A.E. survey on yields, and costs of producing cotton. (B. H. Thibodeaux)	December 13.
7. Second, let's save our good cotton lands by building terraces this winter. Results of terracing experiments in the Cotton Belt. (Ag. Engineering)	December 20.
8. Third, let's plan now to use fertilizers more economically. Results of fertilizing tests with cotton. (Dr. Skinner C. & S.)	December 27.
9. Fourth, let's use better cotton varieties. Advantage of one-variety communities. (C. B. Doyle)	January 3.
10. Fifth, let's raise more of the cottons in demand. Are we producing too much short cotton? Show where improvements are needed. (W. B. Lanham)	January 10.

Continued



Program No.

Date of Broadcast

11. Sixth, let's plant our cotton so as to help control the boll weevil. Use large areas of cleared lands where possible. (R. W. Harned, Entomology) January 17.
12. Seventh, let's plant at the proper time, and in good seed beds. Early planting compared with late planting. Results of planting tests in B.P.I. (C. B. Doyle) January 24.
13. How to judge a good variety of cotton. The outlook for one-variety communities in 1934. B.P.I. (C. B. Doyle) January 31
14. What will we do with the land left out of cotton? How many acres in, how many out? What we can and can not grow on this land. Must be used for purposes specified in the contract. (J. Phil Campbell, A.A.A.) February 7.
15. Restricted lands may be planted to either temporary or permanent pastures. How to build a good spring pasture in the Cotton Belt. B.P.I. (Harry N. Vinall) February 14.
16. Planting cotton lands to small fruits for home use. Value and need. Darrow's strawberries and raspberries for the South. (Darrow and J. Phil Campbell) February 21.
17. Planting cotton lands to food crops. Amount of land needed to produce food and feed for average family. Results of Farm Management survey. (B. H. Thibodeaux) February 28.
18. Planting cotton lands to feed crops. Review of above program plus what kind of feed do you need? Can you produce it cheaper than you can buy it? (J. Phil Campbell) March 7.
19. Planting cotton land to forage crops not encouraging to boll weevils. Boll weevil not detrimental to any plants except cotton and althae. B. Entomology (R. W. Harned) March 14.
20. Plant only cotton seed in good condition. Don't plant inferior or damaged seed. Results of B.P.I. tests. (C. B. Doyle) March 21.

Continued



Program No.

Date of Broad-  
cast.

21. Methods of cultivation that produce the best yields and the best quality of cotton. Results of Extension Service practices. (Mr. Chambers) March 28.
22. What determines cotton grade and staple? If there is a connection between soil and staple why not leave out the poor lands that produce poor staples in unfavorable seasons? B.A.E. (W. B. Lanham) April 4.
23. Do we need a live-at-home program in the Cotton Belt this year? Couldn't most of our living come from food and feed on restricted land so that the cotton money could be used for more things? (C. A. Cobb, A.A.A.) April 11.
24. Important diseases of cotton and how to control them. Results of work in B.P.I. (C. B. Doyle) April 18.
25. Has the cotton farmer been paid for his efforts to improve quality? Price in relation to grade and staple. Improvement has come in staples in greatest demand. Cotton Marketing sec. of B.A.E. (W. B. Lanham) April 25.
26. Cotton farming as a business. Its future. What made it. What will break it, and what will restore it again. (C. A. Cobb, A.A.A.) May 2.
27. Cultivation practices that have produced the best yields and the best staple. Results of Extension practices in producing cotton. (Mr. Chambers) May 9.
28. What the Government is doing to help the farmer get a better price for his cotton. Grade and staple work in classing gin samples. Results in one-variety communities. Cotton Marketing section of B.A.E. (W. B. Lanham) May 16.
29. Make preparations this summer to pick cotton promptly after it opens next fall. Prompt picking pays. Results of B.A.E. tests. (R. W. Webb) May 23.
30. Keep the jump on the boll weevil. Practice cultivation methods that hinder weevil develop, and poison when and if you can. B. Entomology. (R. W. Harned) May 30.



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EMERGENCY RADIO PROGRAMS FOR

THE COTTON BELT

November, 1933,

to

June, 1934.

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These emergency programs for the Cotton Belt have been arranged to take care of the overflow from the regular cotton programs each Wednesday.

When there is nothing urgent from the cotton people, these programs will be given over to dairy, poultry, hogs, hay, erosion, terracing, and other programs adapted to the Cotton Belt. Most of the non-cotton programs will be prepared so that they can be used in all regions.

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Each program will be 7 minutes long, and will be broadcast each Friday by approximately 100 radio stations in the Cotton Belt.

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<u>Program No.</u>	<u>Date of Broad- cast.</u>
1. The November cotton report. B.A.E. (Maurice R. Cooper)	November 24.
2. Feeding for egg production. (A. R. Lee)	December 1.
3. Planting restricted cotton lands to trees. Forest Service and (J. Phil Cambell)	December 8.
4. Fattening chickens and turkeys for the home, and the Christmas market. (A. R. Lee)	December 15.
5. The December cotton report. B.A.E. (Maurice R. Cooper)	December 22.
6. Outline of the 1934 cotton contract. A.A.A. (C. A. Cobb)	December 29.
7. Don't let your dairy cows drop off in milk production this winter. Feed and house for good production in bad weather. B.D.I. (T. E. Woodward)	January 5.
8. Don't neglect the breeding flock. It'll soon be time for baby chicks. Begin to pick the breeders now. (A. R. Lee)	January 12.
9. Why not keep a farm account this year? Everything has been adjusted and restricted, why not keep an account and see if it pays. (Farm Management)	January 19.
10. Most of the restricted cotton land will produce good legumes. Legumes will prevent erosion, and build up the soil. B.P.I. (Dr. A. J. Pieters)	January 26.

To Be Continued



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OF A

SUGGESTED RADIO PROGRAM

FOR THE COTTON ADJUSTMENT CONTRACT CAMPAIGN DURING THE MONTH OF JAN. 1934

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Three radio hook-ups will be used in this program.

1. The National Farm and Home Hour of the NBC in the daytime,
2. The Columbia's "Dixie" network at night, and
3. The NBC's southern network at night.

A total of 16 talks will be broadcast as follows:

- 8 Talks on the Farm and Home Hour in the daytime,
- 4 Talks on the Columbia's "Dixie" network at night, and
- 4 Talks on the NBC's southern network at night.

THE SPEAKERS ARE:

Henry A. Wallace, Secretary of Agriculture.	1 general talk.
Chester C. Davis, Administrator of the AAA.	1 talk on production control.
Cully A. Cobb, Chief, Cotton Production Section, AAA.	4 talks.
Oscar Johnston, Director of Finance, AAA.	2 talks on finance.
W. I. Myers, Governor, Farm Credit Administration.	1 talk on farm credit.
I. O. Schaub, Dean, N.C. A. & E. College, Raleigh, N.C.	1 talk on extension in the field.
J. A. Evans, Director of extension work in the south.	1 talk on extension in general.
J. Phil Campbell, Regional Assistant Replacement Crops, AAA.	1 talk on replacement crops.
Arthur W. Palmer, Director Cotton Marketing Div., B.A.E.	1 talk on quality of our cotton.
Lawrence Myers, Cotton Economist, Dept. of Agriculture.	1 talk on cotton supplies.
C. H. Lane, Chief Agr. Edu. Service of the Office of Education, and Robert D. Maltby, Federal Agent for Vocational Education in the South.	1 talk - an interview on cotton ad- justment and rural education.
Mrs. Ola Powell Malcolm, Field Home Demonstration Agent, Southern States.	1 talk on how women can help in the cotton adjustment program.

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RADIO HOOK-UPS AND DATES OF BROADCAST

Farm and Home Hour

NBC at Night

Columbia at Night

Tuesdays

Tuesdays

January 2

January 9

January 2

January 5

January 16

January 9

January 10

January 23

January 16

January 12

January 30

January 30

January 15

January 19

January 24

January 26

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SPEAKERS, DATES, AND SUBJECTS

January 2 C. A. Cobb, Farm and Home Hour program. Opening talk of the campaign. Why we had last year's cotton adjustment program. Brief review of the success, and the need for continuing until there is a better balance between supply and demand.

January 2 C. A. Cobb and Frank L. Teuton. Columbia night program. Opening talk. The need for controlled production, and how the 1934 cotton program proposes to bring it about. Nobody hurt. Everybody benefitted. Questions and answers.

January 5 Oscar Johnston. Farm and Home Hour program. Finance. How the 1934 program will help a farmer finance his crop. How the rental payments will benefit, coming as they do when the farmer is broke.

January 9 Chester C. Davis. Columbia night program. "A New Day for the Cotton Belt." Ultimate aims of cotton adjustment plan. Reason for existence of entire program of adjustment.

January 9 Cully A. Cobb and Paul A. Porter. NBC night program. Letters and answers. All phases of the program.

January 10 Mrs. Ola Powell Malcolm. Farm and Home Hour program. How Cotton Belt women can help in the cotton adjustment program.

January 12 J. Phil Campbell and Frank L. Teuton. Farm and Home Hour program. What to do with land taken out of cotton. Full discussion of the contract, and explanations of each step. Letters and answers.

January 15 Lawrence Myers and Paul A. Porter. Farm and Home Hour program. A world picture of the cotton situation. The fundamental facts on supply and demand. The need for the 1934 program.

January 16 Dean I. O. Schaub. Columbia night program. How North Carolina farmers benefited from the 1933 program, and what they are expecting in 1934.

January 16 Governor W. I. Myers, Farm Credit Administration. NBC night program. Production credit and cotton adjustment. The policy of F.C.A. and its relation to the policy of A.A.A.

January 19 J. A. Evans and Frank L. Teuton. Farm and Home Hour program. Thirty years in the Cotton Belt.

January 23 The Secretary of Agriculture. NBC night program. "Cotton Adjustment and Our Export Markets."

- January 24 Arthur Palmer and Frank L. Teuton. Farm and Home Hour program. Let's take advantage of the adjustment program to improve the quality of our cotton. What the records show.
- January 26 Cully A. Cobb. Farm and Home Hour program. Cotton adjustment and the future. A final word.
- January 30 Dr. C. H. Lane and Robert D. Maltby. NBC night program. Interview on cotton adjustment and rural education in the Cotton Belt.
- January 30 Oscar Johnston. Columbia night program. "Keep Cotton King." Final appeal.
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STATIONS, DATES, AND HOUR OF BROADCAST

OF THE

RADIO COTTON TALKS

The cotton talks on the Farm and Home Hour will be given during the National Farm and Home Hour period of the National Broadcasting Company. The time is every day except Sundays, holidays, and special occasions, and the hour is 12:30 to 1:30 Eastern Standard Time, or 11:30 to 12:30 Central Standard Time on the following cotton Belt stations: WSB, Atlanta; WAPI, Birmingham; WLS, Columbia; WFAX, Dallas; WSOC, Gastonia; KTHS, Hot Springs; KPRC, Houston; WJDX, Jackson; WJAX, Jacksonville; WWCN, Asheville; WMC, Memphis; WIOD, Miami Beach; WSM, Nashville; WSMB, New Orleans; WSUN, Tampa-Clearwater; WKY, Oklahoma City; WPTF, Raleigh; WRVA, Richmond; WOAI, San Antonio; KTBS, Shreveport; WFLA, Tampa; KVOO, Tulsa.

The same NBC stations have been offered the night programs. The time of the night program is from 10:45 to 11:00 P.M., Eastern Standard Time, or 9:45 to 10:00 P.M., Central Standard Time.

The Columbia Broadcasting System will present the cotton talks as scheduled at night over its entire "Dixie" or Cotton Belt network. The time of the night program on the Columbia network is from 8:15 to 8:30 Eastern Standard Time, or 7:15 to 7:30 Central Standard Time on the following Cotton Belt Stations: WGST, Atlanta; WBRC-Birmingham; WBT, Charlotte; WDOD, Chattanooga; WBIG, Greensboro; KLRA, Little Rock; WREC, Memphis; WQAM, Miami; WSFA, Montgomery; WLAC, Nashville; WDSU, New Orleans; WTKR, Norfolk; WDBO, Orlando; WMBG, Richmond; WDBT, Roanoke; WTOG, Savannah; WDAF, Tampa; WSJS, Winston-Salem.

Example: If you want to hear Chester C. Davis talk on "A New Day for the Cotton Belt," tune in on any of the Columbia stations at 8:15 eastern time, or 7:15 central time on Tuesday night, January 9. If you want to hear J. Phil Campbell talk on Replacement Crops, tune in on any NBC station during the National Farm and Home Hour on Friday, January 12.

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